



# EXHIBITOR Magazine and Marty Smith to Offer Lean Six Sigma Training in Las Vegas

*Marty Smith to Bring Intensive Three-Day Learning Experience to Las Vegas*

LAS VEGAS, NEVADA, UNITED STATES, January 18, 2016 /EINPresswire.com/ -- Exhibitor Media Group, the award-winning leader in trade show and corporate event marketing education, is partnering with Marty Smith to bring an intensive three-day learning experience to Las Vegas, February 27-29, 2016.

Participants will learn how to apply Lean Six Sigma methodologies to optimize sales and marketing programs and achieve previously unimaginable ROI, plus discover how to apply critical thinking, DIMAIC, and question mapping techniques that are proven effective for solving any problem. Smith's one-of-a-kind program will help participants find the best possible use of marketing resources, optimize customer experiences, improve project management techniques, drive increased sales, and deliver maximum return on your marketing investments.



Marty Smith will bring an intensive three-day event marketing learning experience to Las Vegas

Lean Six Sigma was originally developed to streamline manufacturing and logistics processes, but Marty, a Lean Six Sigma Master Black Belt Sensei, has now adapted this time-tested methodology specifically for sales and marketing professionals. His unique techniques have helped marketing professionals realize millions of dollars of increased revenues and reduced costs.

Smith's Lean methodologies are effective for all forms of sales and marketing. These techniques have proven to help trade show marketers get more qualified and actionable leads, select the best trade shows, booth sizing, booth staffing, and much more. It works for any industry, helps maximize any marketing budget, and is effective for any sales cycle.

Upon conclusion of the training, participants will earn Lean Six Sigma Orange Belt Certification. This coursework is also an approved elective for Certified Trade Show Marketer (CTSM) professional certification, accredited by Northern Illinois University.

Early Birds save \$500: Register by January 25. For more information, go to [www.exhibitoronline.com/topics/lss/form-s.asp](http://www.exhibitoronline.com/topics/lss/form-s.asp).

This three-day class will take place at the Mandalay Bay Convention Center in Las Vegas. Hotel discounts are currently available through the EXHIBITORLIVE room block. For reservations, click [here](#).

About Exhibitor Media Group

The leader in trade show and corporate event marketing education, Exhibitor Media Group publishes the award-winning [EXHIBITOR magazine](#), a monthly publication featuring best practices in trade show marketing. EXHIBITOR'S Learning Events include: EXHIBITORLIVE, the training conference

for trade show exhibit and event managers and marketers; EXHIBITORFastTrak accelerated learning conferences; and EXHIBITOR eTrak professional online learning. Exhibitor Media Group is the founder and sponsor of CTSM (Certified Trade Show Marketer), the world's only university-affiliated professional certification program. ([www.ExhibitorOnline.com](http://www.ExhibitorOnline.com)) Follow EXHIBITOR on Facebook, Twitter (@EXHIBITOR) and join EXHIBITOR's LinkedIn discussion group.

EXHIBITOR is a registered trademark, and EXHIBITORLIVE, EXHIBITORFastTrak, and EXHIBITOR eTrak, are trademarks of Exhibitor Publications, Inc. in the USA and other countries. All company and/or product names may be trade names, trademarks and/or registered trademarks of the respective owners with which they are associated.

Marilyn R. Kroner  
Kroner Communications  
303-478-3044  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.